

10. Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements.

#### **Telecasting of Telugu Programmes**

2391. DR. C. NARAYANA REDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government are aware the popular Telugu programmes of DD8, Hyderabad Doordarshan Kendra reach only homes having Televisions with cable facility;
- (b) whether Government are considering the feasibility of telecasting Telugu programmes from DDI, Hyderabad to facilitate the viewers not having cable facility; and
- (c) if not, what alternative arrangement Government propose in the interest of such viewers?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND THE MINISTER OF STATE OF THE MINISTRY OF LAW, JUSTICE AND COMPANY AFFAIRS (SHRI ARUN JAITLEY): (a) to (c) The DD-8 Channel, which telecasts Telugu programmes, is a satellite channel and is available throughout the country, by using an appropriate dish antenna system or through a Cable Network. However, the programmes of DD-8 are also available terrestrially on the regional service of DDI within Andhra Pradesh which can be received without cable facility, using ordinary antennae as per following time schedule:

Week days	— 10.30 am to 11 am. 2.30 pm to 7.30 pm
Saturday	— 6.30 pm to 7.30 pm.
Sunday	— 8.30 am to 9 am 1.00 pm to 2.00 pm 4.00 pm to 7 pm